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SUBJECT: UNAMI SOLIDIFIES PLANS TO LAUNCH CIVIC OUTREACH CAMPAIGN IN RUN-UP TO OCTOBER 15 REFERENDUM

Classified By:

Classified by Political Counselor Robert S. Ford for reasons 1.4 (b) and (d).

¶1. (C) Summary: UNAMI is currently in the final planning stages for launching its civic outreach campaign on the draft permanent constitution and plans to begin in earnest upon receipt of an electronic copy of the signed text. UNAMI intends to print 5 million copies of the draft to be largely distributed through the Public (i.e., food) Distribution System (PDS) as well as through the NGO community, civil society, and the governorates. This distribution will run parallel to UNAMI-supported outreach efforts by the Constitution Committee of the TNA as well as by international donors. End summary.

¶2. (C) In a September 13 meeting, key members of UNAMI's outreach subcommittee told PolOff, USAID rep, and UK EmbOffs that they will begin their civic outreach campaign in earnest once TNA Deputy Speaker Shahristani provides an electronic copy of the signed text, which they expect to receive September 14. UNAMI staff explained that they plan to publish 5 million copies of the draft to be largely distributed through the Public Distribution System (PDS) that provides food to over 4 million households throughout Iraq.

DETAILS ON PLAN TO DISTRIBUTE 5 MILLION COPIES

¶3. (C) The PDS will serve as the primary means to distribute authorized copies of the draft constitution with additional distribution conducted by NGOs, civil society, and local government offices. Key aspects of the overall distribution program are as follows:

-- 5 million total copies will be printed by 5 Baghdad-based print shops (4 million in Arabic, and 1 million in Kurdish); in a separate contract, UNAMI plans to print 500,000 copies in Turkmen that will be distributed directly by Turkmen leaders.

-- The UNAMI print contract includes delivery from the print shops to the primary PDS-selling centers (admin and logistics sites) in each governorate where PDS food delivery agents will pick up the drafts as part of the monthly food distribution cycle; UNAMI staff said that the Trade Ministry, which administers the PDS, promised to dispatch distribution agents to those selling centers that are off-cycle.

-- UNAMI is coordinating with the TNA Constitution Committee and the Ministry of Trade to allow pre-designated personnel (selected NGO groups, civic leaders) access to the selling centers to pick up pre-authorized quantities of the drafts; USAID rep noted that the Mission could activate its nationwide NGO network to assist in distribution.

-- UNAMI expects that most deliveries of the draft constitution will take place during the last week of September and the first week of October.

PARALLEL OUTREACH CAMPAIGN

¶4. (C) UNAMI plans to conduct, in coordination with the Constitution Committee, a parallel outreach campaign that includes the media (newspapers, radio, and TV) and interactive events (seminars, conferences, and town hall meetings). The UK EmbOffs and USAID rep said they would work with their respective implementers in order to devise the best campaign for the limited time available.

¶5. (C) PolOff stressed that special attention would be needed in Sunni-dominated provinces to ensure the widest distribution of constitution material as well as access to media information. PolOff also emphasized the importance of the media and interactive outreach component since the PDS is designed to target

households and not individual voters. UNAMI and UK
Emboffs concurred, and the UN staff committed to
ensure maximal possible coverage of Sunni areas.

Satterfield